

Identified Regional Assets

Culture & Heritage

Bethel Historical Society
 Dempsey Challenge
 Historic Inn Experience
 Laura Eastman Performing Arts Center
 Most complete documented history of the industrial revolution in New England
 Museum LA
 Narrow Gauge Railroad - Philips
 The Public Theatre
 Unique Performing Arts Centers

Natural

10 of Maine's 14 Highest Peaks
 Androscoggin River
 Appalachian Trail
 Black Mountain
 Diversity of Agricultural Opportunities
 Green Thumbs Farms
 Highest Ground in Maine
 Maple Syrup
 Northern Forest Canoe Trail
 Organic Blueberries- Peace & Plenty Farms
 Panning for Gold - Swift River
 Rockhounding - Gems
 Sandy River Valley - 1st Garden of Maine
 Ski Industry
 Specialty Hardwoods - River Valley
 Unique species of trees
 Waterfalls in River Valley Area -
 Pennecook Falls
 Wood Fiber

Infrastructure

Canal System -Lewiston
 Closest Doublestack Capacity in Northeast
 Dominance of TDL Sector
 Port of Auburn
 Vacant Wood Product Factories

Excellence

Bates College
 Brigeen Farm
 Central Maine Heart & Vascular Institute
 Franklin Community Health Network
 High Quality Private Schools
 National Competitions at Black Mountains
 Nordic Skiing Trails
 Quality of Place Collective Asset
 Stephens Memorial Hospital
 Traditional Maine Summer Camps
 UMF - One of America's Best Colleges
 World's Tallest Snowperson

Human & Skills

Raising Aspirations - Gear up Program
 5 Higher Ed Institutions in L/A
 Franklin County Healthiest County in Maine
 LHS- Largest Number of HS kids in same facility
 Rangeley craftsmen and artists

Innovation & Knowledge

Franklin County Learning Center
 Savage - Safe Handling
 Specialty Plastics
 Franklin Area Health Education Center
 Franklin County Community College
 Network
 Outdoor Recreation Business
 Administration Program at UMF



Asset Based Regional Economic Development

2012



Mobilize Maine is a private/public/nonprofit partnership facilitated by FairPoint's Connect Northern New England Community and Economic Development Initiative (CNNE). FairPoint's commitment is unprecedented and will expand the number and kinds of investors committed to assuring economic prosperity for all of Maine.

FairPoint's CNNE has agreed to work with the State of Maine and the EDDs to establish MobilizeMaine and develop regional capacity throughout the state that will ensure a successful effort to build a strong, growing, and sustainable quality of place for Maine.

Mobilize Maine will be coordinated by and among the seven Economic Development Districts (EDDs), namely:

- Androscoggin Valley Council of Governments (AVCOG)
- Northern Maine Development Commission (NMDC)
- Eastern Maine Development Corp. (EMDC)
- Kennebec Valley Council of Governments (KVCOG)
- Southern Maine regional Planning Commission (SMRPC)
- Greater Portland Council of Governments (GPCOG)
- Mid-Coast Maine Economic Development Districts (MCEDD)

Mobilize Maine is a fresh approach to community and economic development that builds on indigenous strengths and authentic assets of Maine's people, places and businesses.

Mobilize Maine will identify and develop strategies to address Maine's "unique hidden assets," which may be skills, businesses, activities or special places that have market leverage in the global economy, but may not have been previously recognized.

Mobilize Maine will:

- Establish long-term strategies for growth that will span successive state administrations, and be sustained by a broad, grass roots based critical mass of private, public and non-profit sector leaders and citizen volunteers facilitated under the guidance of Maine's six regional economic development districts (EDDs)
- Initiate a ground up approach whereby citizens in each region will identify strengths and assets that can become the foundation of the new economy.
- Identify regional priorities that will become the basis for private, public and philanthropic investment in each economic region.
- Preserve and sustain Maine's unique quality of place, while growing good paying jobs and businesses.
- Focus on measurable outcomes, with firm timeframes, benchmarks for action, and assigned responsibility for getting things done.

Mobilize Maine is...

1. A local leadership driven initiative that maps regional assets and industry cluster value chains which will become the foundation for a statewide CED strategy
2. Hundreds of Mainers leading the development and implementation of focused and measurable "triple bottom-line" action plans
3. An asset versus needs based approach focused on advantages versus deficiencies, which can be preserved, enhanced and leveraged to achieve economic, social and environmental prosperity – the "triple bottom-line"
4. A statewide CED initiative which will uncover the unique potential of each region and connect their resources to transform Maine's rate of economic growth
5. A four-step systematic and disciplined approach to regional CED planning and strategy that will train and empower hundreds of Maine's leaders to grow their economy
6. A statewide private/public partnership supporting a grass roots mobilization of Maine's citizens to take responsibility and control of their economic destiny
7. Based on a proven model for success, which connects quality of place, innovation, livable and healthy community strategies to achieve accelerated and balanced economic growth

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Asset vs. Needs Based CED

- Views a community or region as a place with assets versus deficits, which can be preserved, enhanced and leveraged to achieve improved community and economic development outcomes.
- Recognizes that needs must be addressed, but focuses on indigenous community assets as a foundation for future growth:
 - Human Capital: Workforce, knowledge and skill assets, work ethic
 - Social Capital: building trust, ability to work, plan and act as a group
 - Physical Capital: housing, transportation, town centers, infrastructure
 - Financial Capital: life cycle equity and debt financing resources
 - Environmental Capital: land, natural resources, scenic beauty, recreation
 - Cultural Capital: heritage, architecture, arts and culture, performing arts
 - Healthy Community Capital: Education, Healthcare, Social Services, Public Safety
- Builds on these assets to create a better place to live work and play

AVCOG Region Goals

AVCOG Region	2010	Change 2007-2010	2017 Goal	Change
Population	196,303	2,827 (1.5%)	212,823	19,347 (10%)
Employable Population (16 and older)	159,253	6,119 (4%)	170,258	17,124 (11%)
Labor Participation Rate	64.4%	1.7%	63.6%	1.9%
Total Employed	104,126	-4,504 (-4.1%)	122,534	13,904
Average Wage			\$40,000	\$7,536 (28%)
Total Region Wages	\$4.1B	\$0.8B (24%)	\$4.9B	\$1.6B (48%)
Per Capita Income	\$32,572	6.3%	\$31,567	3%
Regional GDP	\$8.0B	\$1.2B (17.6%)	\$8.74B	28.5%
Internet Subscribers			96,680	38,672 (66%)
Bachelors Degrees 25 & Over	38,475	2,921 (8.2%)	62,570	27,016 (76%)
Regional Specific Goals	2010	Change 2008-2010	2017 Goal	Change
Young Workers	18,528	-1,535 (-7.6%)	21,006	5%
Service Center Population	91,330	1,684 (1.8%)	98,610	10%